

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph at page 8, line 1:

al Examples of the types of information that are stored in a user profile ~~includes~~ include a person's age, gender, language, personal income, movie and music interests, profession, educational level, types of products or services that the user may be currently in the market for, hobbies, and so forth. If a user is unwilling to provide some of the detailed personal information, a default profile can be assigned, with the profile updated based on subsequent user activities, including visits to retail outlets, purchasing habits, and so forth. By updating user profiles based on their behavior and activities, more personalized experiences may be provided to users.

Please replace the paragraph at page 11, line 12:

ag In addition to the various services that are based on a user's actual visit to the facility 104, another service that the central control system 118 is able to provide is virtual visits to the facility 104. The virtual visit/companion application 306 enables a user to visit a facility 104 from a remote location, such as from one of the client systems 134 (Fig. 1). The user is also able to accompany a companion that is physically located at the facility 104. This companion may be someone that the user knows personally, or alternatively, the companion may be a participating celebrity.